

Photo Release

## PACE organise Christmas Charity event with “The Launch of the Dean & DeLuca Christmas Giving Tree & The Switch on of the Dean & DeLuca Christmas Lights”

*An initiative in partnership with The Melissa Cosgrove Children’s Foundation is a long-term commitment to make a difference for Thai society*



Bangkok, THAILAND – **PACE Development**, the leader in the super-luxury property segment with highest quality developments “The Ritz-Carlton Residences, Bangkok” at MahaNakhon and “Saladaeng Residences” as well as “**Dean & DeLuca**” has partnered with **The Melissa Cosgrove Children’s Foundation** in organising a charity event “The launch of the Dean & DeLuca Christmas Giving Tree & The switch on of the Dean & DeLuca Christmas Lights” at Dean & DeLuca Café Bangkok, MahaNakhon Pavilion with an objective to support the foundation.

**From November 10<sup>th</sup>, 2010, which is the launch date of this initiative, until January 5<sup>th</sup> 2011, the public are welcomed to donate presents underneath the “Dean & DeLuca Christmas Giving Tree”.** At the end of every week, these gifts will be collected and delivered to The Melissa Cosgrove Children’s Foundation and provided to the underprivileged children who are in care of the foundation. All presents are welcomed, such as clothing, books, food or toys.

“Christmas is a time for giving, so PACE Development is hoping to use this time to make a positive difference locally for underprivileged children” said **Sorapoj Techakraisri, CEO, PACE Development.**

“It is my hope that by establishing this “Dean & DeLuca Christmas Giving Tree” initiative together with our partners, our customers and friends can work with us to help inspire and support a child during this joyful time of the year. We also plan to continue supporting this initiative as PACE Development long-term commitment to the Thai society”

The Melissa Cosgrove Children's Foundation is a charitable not-for-profit organisation founded in 2003. Work has been going on to help disadvantaged children throughout Asia for over 18 years. The Foundation works in Thailand, Myanmar (Burma) and Pakistan bringing hope and happiness to disadvantaged children - children with HIV/Aids, street children, slum dwelling children, trafficked children and orphans.

“Melissa Cosgrove Children’s Foundation would like to thank PACE Development and Dean & DeLuca for this wonderful programme” said **Tracy Cosgrove, Founder, The Melissa Cosgrove Children’s Foundation**. “We are also thankful to the other event supporters who provide their help in many different ways. I would like to encourage the public to join in to support this good cause and I am certain that this ‘Dean & DeLuca Christmas Giving Tree’ initiative will be worthwhile for the disadvantaged children as well as joyful to the givers” added Tracy.

The Dean & DeLuca Christmas Giving Tree at Dean & DeLuca café is open daily for public to place their presents for children from 7 am – 6 pm. The café is located at MahaNakhon Pavilion in Bangkok’s CBD directly adjacent to the Chongnonsi BTS Station and between Silom and Sathorn Roads. For more information, please call 0-2234-1434.



Sorapoj Techakraisri, CEO of PACE Development, (far right), with Tracy Cosgrove, Founder, The Melissa Cosgrove Children's Foundation (2<sup>nd</sup> from right) with children in care of the foundation



Paula Taylor, supporter of The Melissa Cosgrove Children's Foundation

With Tracy Cosgrove (far right)



(from left) Jirada Yohara, Paula Taylor, Santa Claus, Yupa Techakraisri, Tracy Cosgrove, Sorapoj Techakraisri, and Savitri Rojanapruet



(from left) Chotipol Techakraisri, Naphalai Areesorn, and Sorapoj Techakraisri



(from 2<sup>nd</sup> left) Brent D. Smith, Kuan Teo, and Jay Spencer



(from left) Chollada Mekratri, John Barton, guest at event, and Robert Poonpipat



Jay Spencer and Jariyadee Thammavit



Chollada Mekratri and Sorapoj Techakraisri



Jirada Yohara, Chollada Mekratri, and Savitri Rojanapruek



Event Atmosphere



(from left) Narumon Juthaprteep, Sorapoj Techakraisri, Kannika and Sukanya Yatabutr



(from left) Kipsan Beck, Tracy Cosgrove, Paula Taylor, and Sorapoj Techakraisri

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## **About PACE Development**

PACE Development is Thailand's leading high-end property developer focusing on luxury residential and hospitality developments that feature world-class design and quality standards. It is backed by the expertise and experience of the Techakraisri family and the extensive property development experience of the management team has more than 25 years of property development experience. The company's vision is to introduce new trends to the market, improve the landscape, and redefine urban living standards. More information about PACE Development is available at [www.pacedev.com](http://www.pacedev.com)

As Dean & DeLuca's partner in Thailand, PACE Development plans to introduce 5 Dean & DeLuca cafes and 2 gourmet markets to Bangkok by 2013.

## **About Dean & DeLuca**

Founded in 1977 by Joel Dean, Giorgio DeLuca and Jack Ceglic with the opening of its flagship store in SoHo, New York, Dean & DeLuca quickly grew into a multi-channel retailer of gourmet and specialty foods, premium wines and high-end kitchenware with operations throughout the United States and abroad. Dean & DeLuca specialty products are sold through its 15 retail stores and cafes in select US markets (New York; Washington, D.C.; Napa Valley; Charlotte; and Kansas City, KS), a consumer catalogue, and an e-commerce site, [www.deandeluca.com](http://www.deandeluca.com). Dean & DeLuca also markets its private label products to other retailers and wholesalers throughout the world. Additional information concerning Dean & DeLuca can be found at the company's web site: [www.deandeluca.com](http://www.deandeluca.com)

For more information, please contact:

### **PACE Development**

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